

War in the Store:

Changing Tobacco Control Policies at the Point of Sale May 10, 2012



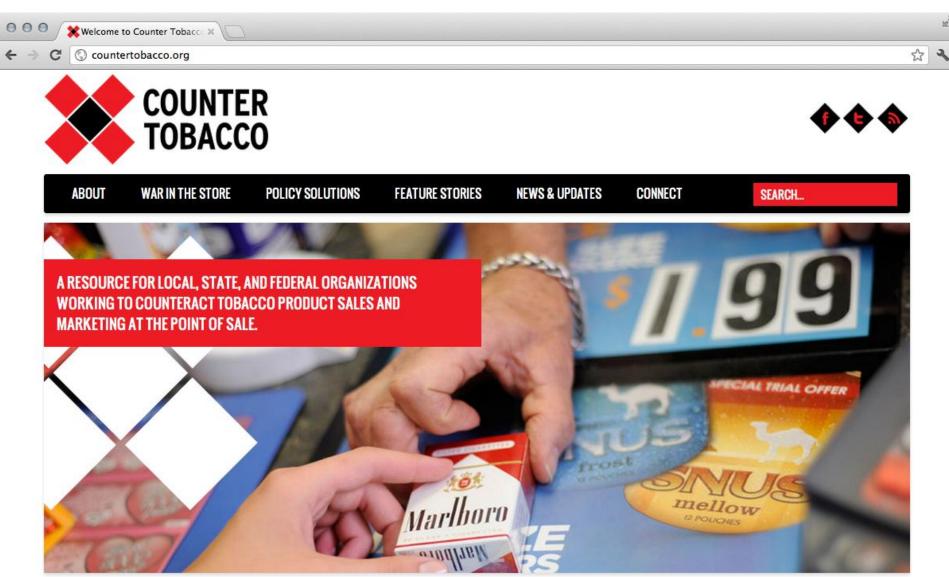
Allison E. Myers, MPH Kurt M. Ribisl, PhD Ashley Leighton, MPH



www.CounterTobacco.org

info@countertobacco.org





Chapter One

STORES NEAR SCHOOLS

Code Mass Regs. Title 940: §§21.01-21.07; 22.01-22.09 (1999)

Ban on outdoor cigarette and smokeless <u>advertising</u> within 1,000 feet of schools, public playgrounds and parks with playgrounds

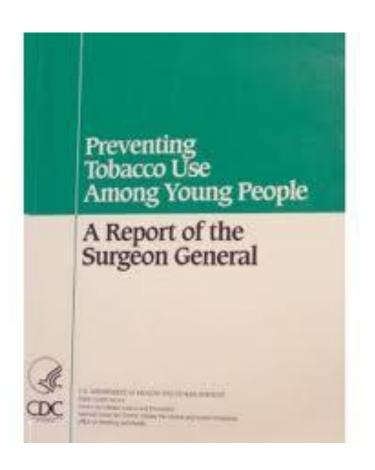




Was there a concerted industry threat?

1994 Report of the Surgeon General

Chapter 5: Tobacco Advertising & Promotional Activities



- Young people exposed to point of sale displays, distribution of specialty items
- Affects youth perceptions; advertising increases risk of smoking
- 3. 1998 MA Operation
 Storefront: 1½ times the amount of advertising near schools

1,2: 1994 Surgeon General's Report

3: http://www.tobaccocontrol.neu.edu/TCU/tcu05.3/features/supreme_court_sides.htm#1



Purpose:

- 1. Describing the prevalence of retail promotions and advertising in school neighborhoods
- 2. Compare the prevalence of retail promotions and advertising between schools with high and low smoking rates



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- 2. Compare the prevalence of retail promotions and advertising between schools with high and low smoking rates

Methods:

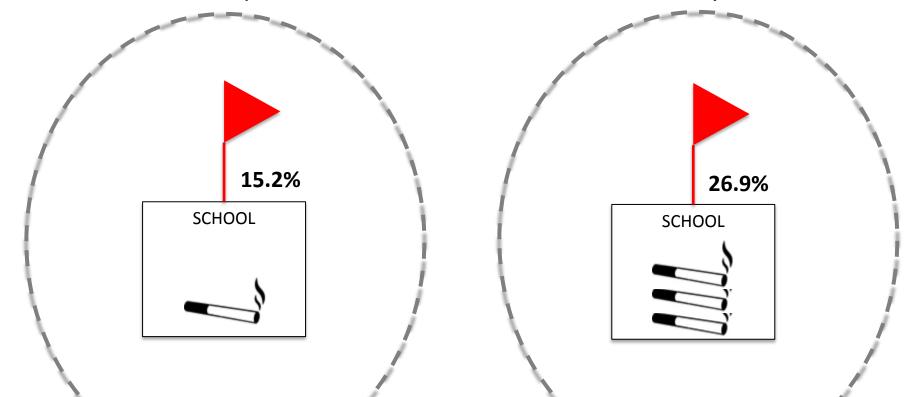
- Cross-sectional study
- 81 randomly selected schools
- 22,318 students (10th/11th grade)
- 5 provinces
- Student questionnaire
- Store observations within 1 km radius (n=487)



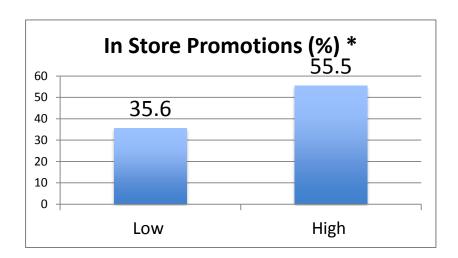
LOW PREVALENCE

Ave: 15.2%, N = 41

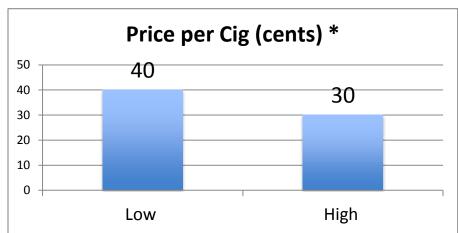
HIGH PREVALENCE Ave: 26.9%, N=40



Does the retail environment around the schools differ?

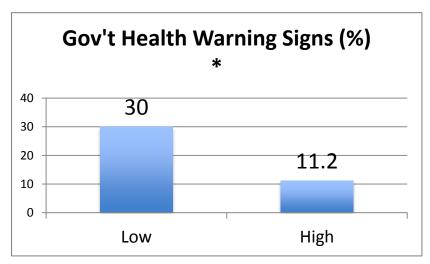






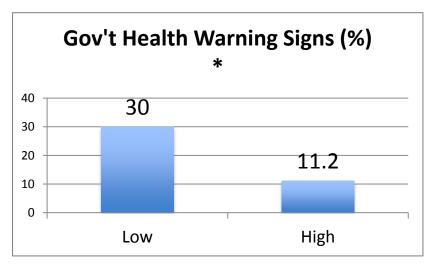


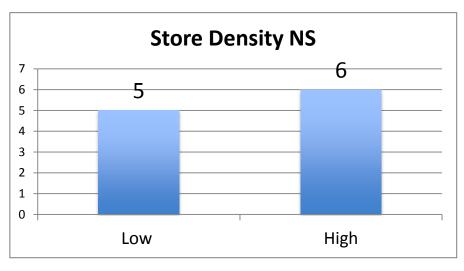














Purpose:

Examine the density of tobacco outlets and retail cigarette advertising in high school neighborhoods and their association with school smoking prevalence.

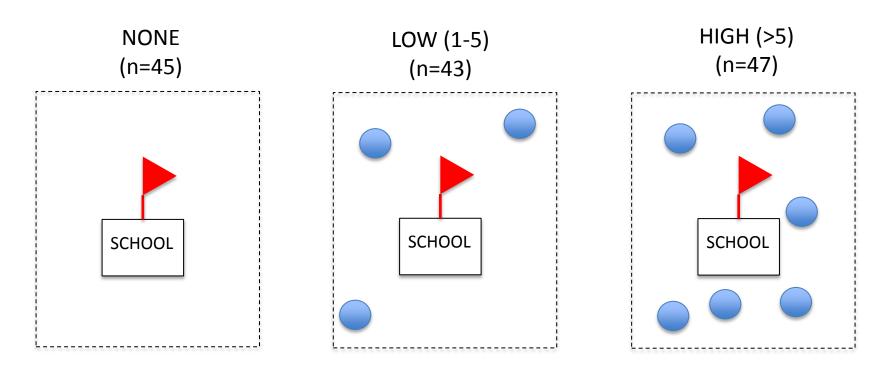


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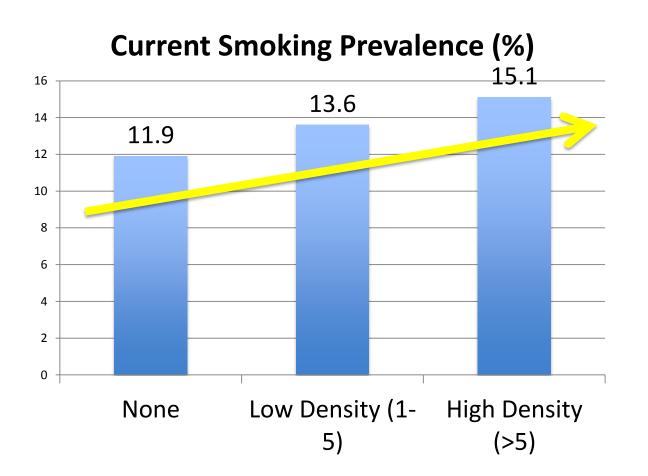
Methods:

- Cross-sectional study
- 135 California high schools
- 24,875 students (10th/11th grade)
- Student questionnaire
- Store observations within
 1/2 mile radius (n=384)
- Retailer licensing list



Is retailer density associated with smoking prevalence?





Urban Environment: The prevalence of current smoking was 3.2 percentage points higher at schools in neighborhoods with the highest tobacco outlet density (>5 outlets) than in neighborhoods without any tobacco outlets.



Was there a concerted industry threat?

D. C. Hunt

i: M. E. Sheehan

Project DB Sales Objectives

objective of Project DB is as follows:

To offensively take share from Marlboro by capitalizing on the price sensitivity of younger adult smokers.

two key Sales issues facing Project DB are as follows:

Price:

- Objective: Effect desired price strategy at retai SMOKERS.
- Issue: Assuming DB wishes to pass on a 15¢ per pack savings to the smoker, what would DB's wholesale price need to be.

Targeting Younger adult Smokers:

- Objective: Minimize RJR cannibalization and maxim younger adult share opportunity.
- Issues:
 - -- Targeting distribution to younger adult outl
 - -- Targeting in-store advertising and promotion programs to younger adult outlets.
- e, the above represent the key Sales issues on DB, and issu t need to be resolved short-term. I've attached some key stions associated with these issues and would appreciate eipt of your thoughts by March 21.

Project DB Sales Objectives

Objective ... to take share from Marlboro by capitalizing on the price sensitivity of younger adult smokers.

Maximize share opportunity (by)...

- -- Targeting distribution to younger adult outlets
- -- Targeting in-store advertising and promotion programs to younger adult outlets

April 5, 1990

TO: ALL AREA SALES REPRESENTATIVES

SALES REPRESENTATIVES

CHAIN SERVICE REPRESENTATIVES

SUBJECT: YOUNG ADULT MARKET SIS ACCOUNT GROUPING

Ladies and Gentlemen:

Due to a revision in the definition of what is a Retail Young Adult Smoker Retailer Account, you will be required to resubmit again your list of Y.A.S. accounts in your territory utilizing the scroll masters. The criteria for you to utilize in identifying these accounts are as follows:

- (1) All package action calls located across from, adjacent to are in the general vicinity of the High Schools or College Campus. (under 30 years of age)
- (2) The majority of package actions accounts would qualify in such towns as Norman, OK.

You should identify each of the selected accounts in the left margin on the account scroll list as a:

- YAl High volume package action accounts where you would normally sell 60 units plus of our package promotions program.
- YA2 High volume package action accounts where you would normally sell 20 unit plus of our package promotions program.

Please do not take excessive time in completing this list and rely solely upon your knowledge of your territory. Please complete this list <u>immediately</u> upon receipt and mail back to the Division Office.

Your timely follow through is most important.

Sincerely,

F. J. W. W. C. Warlick

April 5, 1990

Young Adult Market
SIS Account Grouping

... resubmit your list of Young Adult Smoker accounts in your territory... the criteria to identify these accounts are as follows:

(1) ...general vicinity of High Schools or College Campus

Bates No: 508082544

Civil Action: Sullivan vs. RJ Reynolds

Memo") to the Sales Reps regarding the Young Adult Market. McMahon Memo gave the Sales Reps 12 days in which to denote the stores in each of their assignments that were heavily frequented by young adult shoppers. The January 10, 1990 memo said, "those stores can be in close proximity to colleges or high schools or areas where there are a large number of young adults frequenting the store." The purpose of the exercise, Defendant McMahon said, was to identify those stores where they would try to keep premium (promotional) items in the store at all times.

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Tobacco Critics See a Subtle Sell to Kids

By MICHAEL J. McCARTHY

Staff Reporter of THE WALLSTREET JOURNAL Is the tobacco industry marketing to kids?

Cigarette makers vehemently deny it. but that's one of the hottest questions being raised by anti-smoking groups. They cite these recent cases:

 A recent memo from an RJR Nabisco Inc. division manager discussing plans to promote cigarettes with premiums, typically free gifts, told sales representatives to pinpoint certain stores-including those "In close proximity . . . to high schools."

-A new Winston Cup newsletter, published for fans of the cigarette-sponsored car races, has a "Kids' Korner" with a puzzle and a contest. The child who writes the funniest caption for a photo of kids driving mini-race cars past a Winston Cup banner wins a Winston Cup sweatshirt.

-An ad for free Camel T-shirts in Sports Illustrated magazine has led some teen-agers to call a toll-free number and say they're older than the offer's limit of 21. After the shirts arrive, they are mailed coupons for free packs of Camel.

In these instances, RJR says any appeal to children was a mistake, unintended or not its doing. And the tobacco industry says its advertising is for adult eyes only. Still, cigarette brands are showing up in a growing number of the staples of modern youth, such as video games and giveaways for rock-music compact disks. Critics say tobacco companies have a powerful economic motive for targeting youths: Research shows that 90% of people who smoke started before they were 21.



Rising You

"mistake".

the increasing use of what they see as youth-oriented promotions is taking hold. A widely followed University of Michigan survey shows the prevalence of smoking among high school seniors has been flat in recent years, but the Gallup Youth Survey. an independent study of children's behavfor, shows that the percentage of 13- to 15year-olds who smoke jumped to 11% last year from 7% in 1988.

Luken (D., Ohio), who has neso several hearings on cigarette marketing to win support for a bill to severely restrict tobacco ads. "You'd have to be blind, deaf and insensitive to deny that they are trying to appeal to young people."

The tobacco industry denies that it's rucusing any marketing efforts on children. The Tobacco Institute, the industry trade association, says it has rules to shield children from promotions. Under the self-imposed measures, cigarette companies can't advertise in publications read primarily by young people. They can't use models in ads who are-or even appear to be-under age 25. They can't offer free samples to people under 21. And they can't offer samples within two blocks of schools, college campuses or playgrounds.

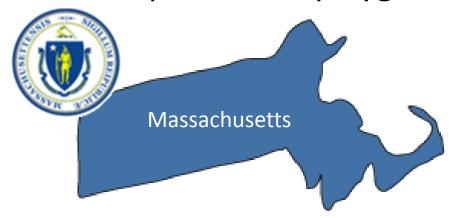
An RJR spokeswoman says the memo dealing with high schools was simply a "mistake." The memo, issued in January by a division manager in Sarasota, Fla., was corrected within 48 hours, she says, to explain that the manager clearly violated company policy in targeting secondaryschool children. She adds that the manager was disciplined, but wouldn't elaborate.

Critics of the tobacco industry acknowledge the absence of a "smoking gun" in the apparent connection between the tobacco industry and children. For instance, RJR, which makes Winston cigarettes. says it never saw or approved a copy the Winston Cup newsletter. Sunbelt Video-Inc. of Charlotte, N.C., which produces a Winston Cup TV show, says it published the newsletter for the show's race fans, including children.

But critics say the subtleness of the

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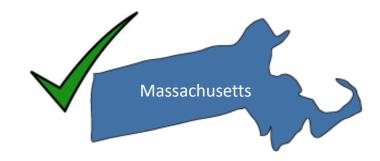


How did the industry respond? Did they fix the problem?

United States District Court: Boston, MA



versus

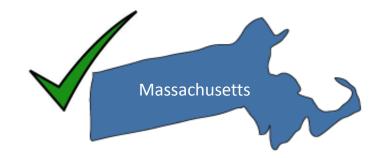


Reilly, MA Attorney General December, 1999

Round 2: United States Court of Appeals



versus



Reilly, MA Attorney General July, 2000

Round 3: Supreme Court of the United States

SUPREME COURT OF THE UNITED STATES

Syllabus

LORILLARD TOBACCO CO. ET AL. v. REILLY, ATTOR-NEY GENERAL OF MASSACHUSETTS, ET AL.

CERTIORARI TO THE UNITED STATES COURT OF APPEALS FOR THE FIRST CIRCUIT

No. 00-596. Argued April 25, 2001—Decided June 28, 2001*

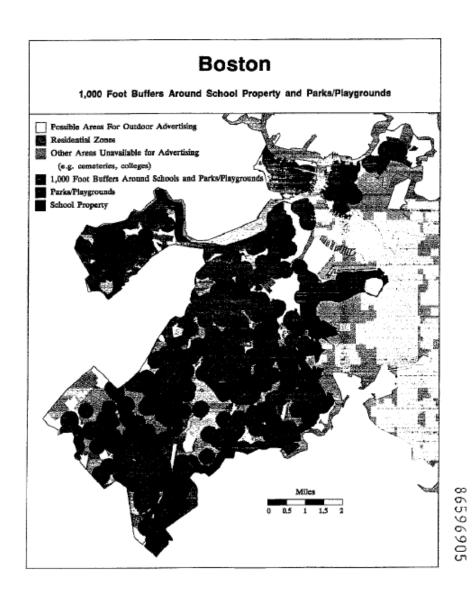


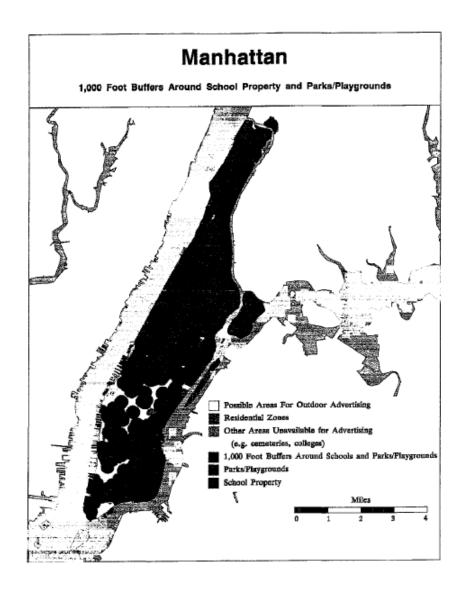
versus



Reilly, MA Attorney General

Tobacco Industry Analysis on Impact of 1,000 Ad Ban on Cities





Tobacco Industry Analysis on Impact of 1,000 Ad Ban on Cities

FDA Advertising Ban							
LAND AREA		BAN AREA					
		(in square miles)		(percent of Land Area)			
City	Square Mi.	1000' Ban*	1000' Ban+**	1000' Ban Pct.*	1000' Ban+ Pct.**		
Atlanta	132	113	116	85.2%	87.4%		
Boston	47	39	43	82.0%	90.0%		
Brooklyn	70	64	67	91.0%	95.3%		
Chicago	228	173	196	76.0%	85.7%		
Cleveland	77	53	58	68.4%	75.3%		
Denver	154	133	137	86.0%	88.8%		
Detroit	138	110	118	79.4%	85.1%		
Los Angeles	472	371	388	78.6%	82.2%		
Manhattan	23	20	22	88.4% -	94.8%		
		•		Schools	Schools &		
					Parks/Playg		
					ounds		

Round 3: Supreme Court of the United States

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versus



U.S. Supreme Court Allows Tobacco Advertising Near Schools, Playgrounds

June 27, 2001

News Summary



The <u>U.S. Supreme Court</u> has ruled that federal law pertaining to cigarette advertising blocks any parallel state regulations, Reuters reported June 28.

The ruling was made in response to a case involving regulations in Massachusetts that limit public display of tobacco products near schools and playgrounds.

In writing for the court majority, Justice Sandra Day O'Connor also said that outdoor and point-of-sale advertising restrictions for smokeless tobacco and cigars violate free-speech rights, but salespractices regulations for all tobacco products were constitutional.

Supreme Court: Need for more tailored policy

In some geographical areas, these regulations would constitute nearly a complete ban on the communication of truthful information about smokeless tobacco and cigars to adult consumers.... the Attorney General did not seem to consider the impact of the 1,000-foot restriction on commercial speech in major metropolitan areas. ...the effect of the Attorney General's speech regulations will vary based on whether a locale is rural, suburban, or urban. The uniformly broad sweep of the geographical limitation demonstrates a lack of tailoring.

Sandra Day O'Connor Opinion

Are 1,000 foot ad bans no longer a possibility?

2009 FDA Tobacco Control Act

 FDA now has authority to regulate marketing and promotion of tobacco products

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Food and Drug Administration

21 CFR Part 1140

[Docket No. FDA-2010-N-0136]

RIN 0910-AG33

Request for Comment on Implementation of the Family Smoking Prevention and Tobacco Control Act

II. Restrictions Under Consideration

example, we are considering narrowing the distance

to 350 feet (approximately one city block) for smaller advertisements that are not as prominent. Under this approach, the restrictions would limit advertising near schools only, rather than schools and playgrounds.

Federal Register/Vol. 75, No. 53/Friday, March 19, 2010/Proposed Rules



Luke, Ribisl, Smith, Sorg, 2011: American Journal of Preventive Medicine

Advertising Restriction GIS Study

Purpose:

- Examine how Tobacco Control Act rules banning outdoor tobacco advertising near schools and playgrounds would affect tobacco retailers in two states:
 - New York (17,672)
 - Missouri (4,730)
- FDA is considering advertising ban distances ranging from 350 to 1000 feet, and the differential impact of these is estimated.

Will this mostly ban advertising in large urban areas?

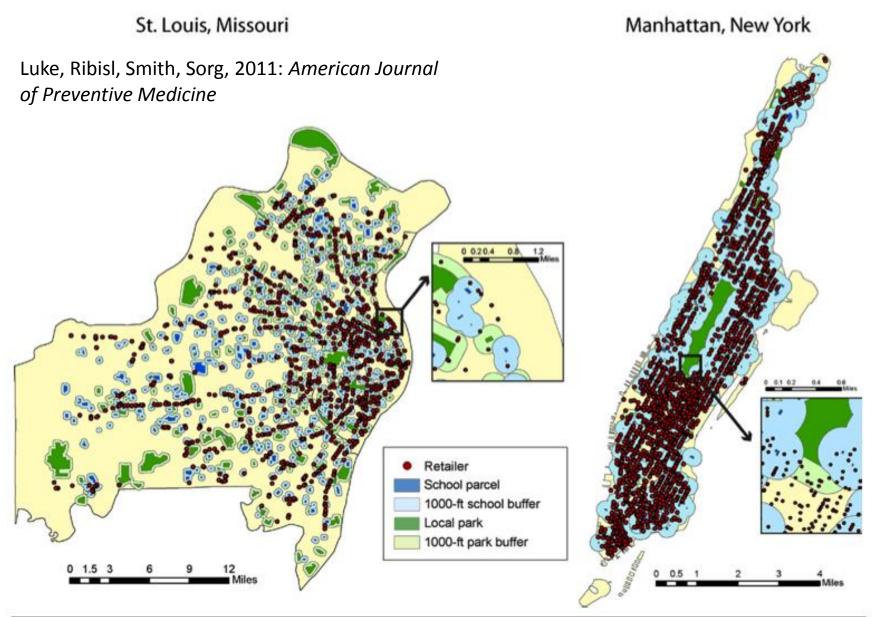


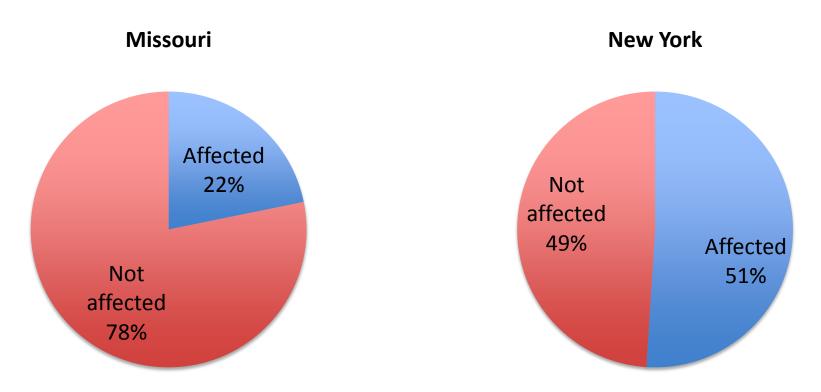
Figure 1. Map of tobacco retailers and advertising restriction buffers for St. Louis City and County and Manhattan

Impact varies by location, size of boundary

	St. Louis			New York City		
	1000 ft.	500 ft.	350 ft.	1000 ft. 500 ft. 350 ft.		
Total number of retailers	1,229	1,229	1,229	8,311 8,311 8,311		
Retailers affected by:						
All Schools	351	138	82	6,535 3,621 2,425		
	(28.6%)	(11.2%)	(6.7%)	(78.6%) (43.6%) (29.2%)		
Public Schools	238	96	54	5,499 2,668 1,780		
	(19.4%)	(7.8%)	(4.4%)	(66.2%) (32.1%) (21.4%)		
Non-public	156	56	29	3,514 1,421 816		
schools	(12.7%)	(4.6%)	(2.4%)	(42.3%) (17.1%) (9.8%)		
Local Parks	267	113	71	1,555 618 449		
	(21.7%)	(9.2%)	(5.8%)	(18.7%) (7.4%) (5.4%)		
All Schools and/or	534	245	151	6,762 3,948 2,738 (81.4%) (47.5%) (32.9%)		
Local Parks	(43.4%)	(19.9%)	(12.3%)			

Luke, Ribisl, Smith, Sorg, 2011: American Journal of Preventive Medicine

Statewide results - proportion of retailers affected by 1,000 ft. outdoor advertising bans

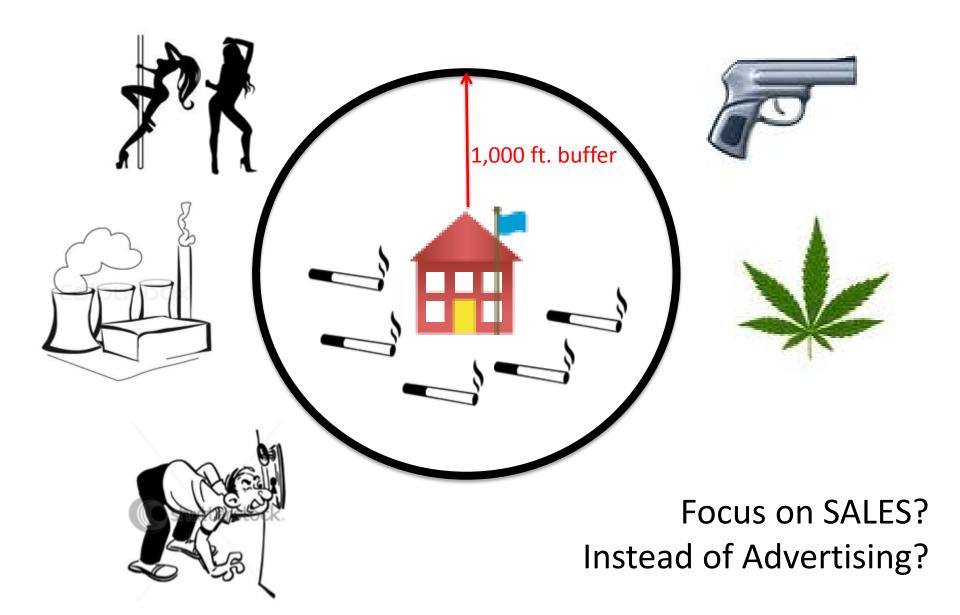




- ✓ Remove between 592,000 and 1.5 million pieces of advertising nationwide
- ✓ Meet Healthy People 2020 goal:
- ✓ Reduce the proportion of adolescents and young adults grades 6 through 12 who are exposed to tobacco advertising and promotion



Other bans within 1000 ft of schools





Home > News Releases





County of Santa Clara Passes Landmark Tobacco Ordinances

Measures to Prevent Youth Smoking and Protect Against Secondhand Smoke Exposure Among the Most Comprehensive in the Nation

SANTA CLARA COUNTY, CALIF. – Today, the County of Santa Clara Board of Supervisors passed three new ordinances for tobacco control that will require licensing of tobacco retailers, ban smoking inside multi-unit residences, and strengthen other protections against secondhand smoke. The comprehensive measures make Santa Clara County one of the most aggressive jurisdictions in the nation in preventing youth tobacco use and protecting residents from secondhand smoke.

"The residents of this county deserve strong policies to safeguard their health," said President Ken Yeager, who brought the ordinance to the Board of Supervisors. "These ordinances make Santa Clara County a national leader in blocking tobacco sales to minors and protecting residents from secondhand smoke."

The Smoking Pollution Control Ordinance (Ordinance No. NS-625.5) and the Multi-Unit Residences Ordinance

The ordinance will also ban any new retail outlets in the unincorporated areas of the County from selling tobacco if they operate a pharmacy or are located within 1,000 feet of a school or within 500 feet of another tobacco retailer.

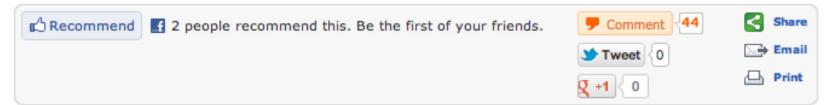
Santa Clara County's Tobacco Retailer Permit Ordinance would require all retailers in the unincorporated areas of the County to obtain and maintain an annual permit to sell tobacco products. Retailers would pay a one-time

New Orleans City Council bars tobacco sales near schools

Published: Friday, July 24, 2009, 7:24 AM Updated: Wednesday, October 14, 2009, 7:12 PM



By Bruce Eggler, The Times-Picayune



The **New Orleans City Council** voted unanimously Thursday to limit the sale of tobacco products within 300 feet of churches, schools, playgrounds, public libraries and any sites offering "structured, organized care for youth."

The measure does not affect any businesses already selling tobacco, but it says no new tobacco retailers will be permitted in the affected areas.

Councilwoman Stacy Head, sponsor of the ordinance, originally had wanted to make the ban apply within 1,000 feet of churches, schools and the other specified sites. She said she agreed to reduce the distance to 300 feet, or about one city block, because administration officials told her the



Chris Granger / The Times-Picayune

The New Orleans City Council, pictured here in December 2008, voted to stop tobacco sales near playgrounds, churches, schools and any sites offering "organized care for youth."

ban would be easier to enforce if it mirrors the provisions of city laws restricting alcohol sales near churches and schools.

Chapter Two

STRATEGIC IMPORTANCE OF THE RETAIL ENVIRONMENT

Until FDA, Few Regulations

- Cigarette advertising venues have been restricted
 - "Broadcast Ban": No TV, radio ads
- Master Settlement Agreement
 - Banned billboards and limited sponsorships
 - No retail provisions other than ban ads > 14sqr feet



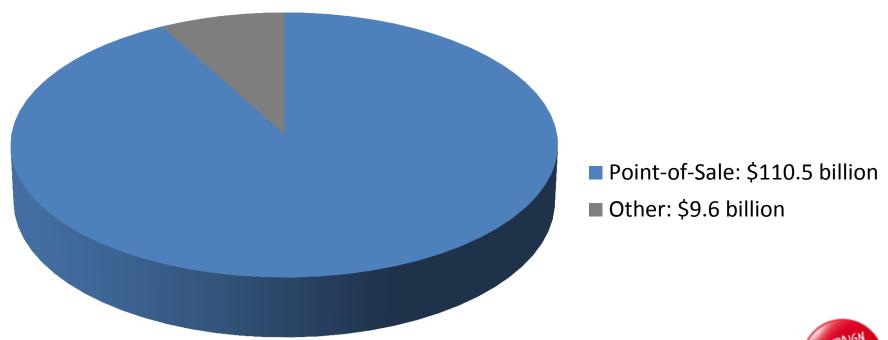






Tobacco Industry Marketing

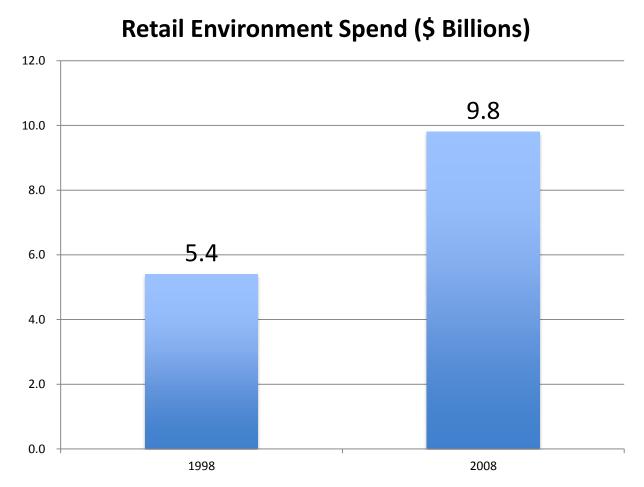
Total Tobacco Marketing & Promotional Spending 1999 to 2008: \$120.1 Billion







81% Increase in POS Marketing Spend: 1998 to 2008



Includes, for cigarettes and smokeless:

- ✓ Advertising and price discounts
- ✓ Promotional allowances to retailers, wholesalers and others
- ✓ Coupons
- ✓ Retail valued added (bonus and nonbonus)

Source: Federal Trade Commission and Deadly Alliance Report, Campaign for Tobacco Free Kids, American Heart Association, Counter Tobacco; Data: Federal Trade Commission Cigarette Reports

Advertising



Advertising



Powerwall Display



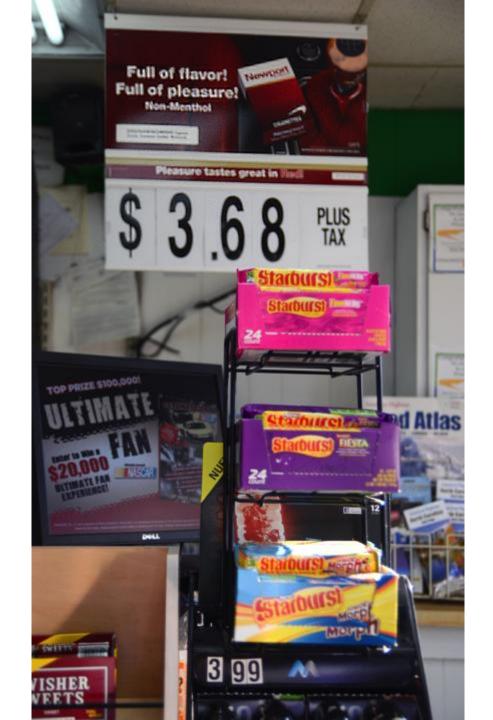
Price Discounts



Ads Near Candy



Ads Near Candy



Innovation in POS Advertising





Quick Poll

How many of you have done store audits?

What form did you use?





Chapter Three

STORE AUDITS: SYSTEMATIC OBSERVATION OF ADVERTISING AND MARKETING

Store Audits: Tool for Policy Advocacy

- POS policy change requires empirical evidence of 'current situation':
- 1. Conduct store audit
 - Amount, type of advertising
 - Promotions
 - Product availability
 - ☐ FDA or minimum price compliance
- 2. Publicize results in reports and earned media
- 3. Advocate for policy change
 - Licensing or licensing plug-ins



Operation Storefront

- Store type
- Exterior advertising
- Access to cigarettes and smokeless tobacco
- Interior advertising

Operation Storefront Data Collection Form First Activity

Date	e:										
Stor	re:										
Cour	nty:										
Stor	Cimin Controlled	0	Gas Sta Superm		0		rmac er (p	y lease	spec	ify): .	
fire	st Activity: Out	side	Surve	,							
signs brand	ettes, smokeless tobacco, , professionally produced i stickers on the door or r is of the visible tobacco a	l poster mini-bi	rs or sign Ilboards	s adver	tising	spec	ific b	rands	, neo	n sigr	is, sma
			The state of the s	Camel	Winston	Kool	Newport	Other Cigarette	Smokeless	Other Tobacco	
Store	e-made tobacco signs or ad	s	N. H.	Camel	Winston	Kool	Newport	Other Cigarette	Smokeless	Other Tobacco	
	e-made tobacco signs or ad essional signs or ads, any si		Wellow	Camel	Winston	Kool	Newport	Other Cigarette	Smokeless	Officer Tobacco	
Prof		ize	N. H.	Camel	Winston	Kool	Newport	Other Cigarette	Smokeless	Other Tobacco	
Profe Othe Anti	essional signs or ads, any si er tobacco promotions or ad i-smoking signs, any size	ize Is		Camel	Winston	Kool	Newport	Other Cigarette	Smokeless	Other Tobacco	
Profe Othe Anti	essional signs or ads, any si er tobacco promotions or ad	ize Is		Camel	Winston	Kool	Newport	Other Cigarette	Smokeless	Other Tobacco	
Profe Othe Anti Mini	essional signs or ads, any si er tobacco promotions or ad i-smoking signs, any size	ize İs	ר שו			×		5	Smokeless	Other Tobacco	
Profe Othe Anti Mini	essional signs or ads, any sign tobacco promotions or ad- smoking signs, any size imum-age notices & g. We con	ize İs	ר שו			×		5	Smokeless	Other Tobacco	
Profe Othe Anti Mini	essional signs or ads, any sign tobacco promotions or ad- smoking signs, any size imum-age notices & g. We con	ize İs	ר שו			×		5	Smokeless states and selections are selected as a selection of the selecti	:: Other Tobacco	

www.StoreALERT.org

- Store type
- Number of registers
- Exterior advertising
- Functional objects
- Tobacco placement
- Industry shelving
- Movable displays

=

Overall SCORE

Store ALERT Report Card INTERIOR ORSERVATIONS. Address: Tobacco Placement Any tobacco at child's eve level?..... Any self service tobacco? TYPE OF STORE: (Check one) Within 12" of candy or toys?..... Convenience Drug Store Within 12" of cash register? Convenience & Gas ☐ Liquor Store Any full-front carton displays?..... Gas Station Pharmacy Industry Shelving Grocery : ☐ Tobacco Store Number of industry shelving units (count) Supermarket. □ Other (# Units x 2 = Value) x 2 = Are any schools visible Any illuminated? from this store? _____ Yes No. Any contain a functional object? EXTERIOR OBSERVATIONS Circle Value if Yes Industry Movable Displays Tobacco Advertisino Number of movable displays..... Any tobacco ads?..... Any with "special" price?..... Any on the counter? Any with a multi-pack discount? Tobacco Advertisino Any with a free gift with purchase?..... Any tobacco ads inside the store?..... Anv illuminated? # [Ads only where tobacco is sold?..... Any mechanical? Any audible? Ads everywhere you look?..... Any at child's eve level? Any with "special" prices? Any on the door? _____ Any with multi-pack discounts?...... Any at the street?..... Any with free gifts with purchase?..... Discreet level of advertising?. Any illuminated? E (Moderate level of advertising?. Any mechanical?..... 5 I'ln your face' level of advertising?...... Any at child's eye level?..... Functional Objects Functional Objects Are there any functional objects?..... Are there any functional objects?..... Any on or near the door?..... Any illuminated? Any illuminated? Any grocery baskets with tobacco ads?. TOTAL EXTERIOR TOTAL INTERIOR Add all circled numbers Add all circled numbers How many cash registers? (excluding lottery & gas only) How does this store compare with others? Total Exterior **Grand Total** # of Registers Total Interior Grand Total SCORE



Custom Store Audit Form

- In testing now
- Captures changes in tobacco product mix, advertising
- No longer one-size-fits all
- Modular "Build-a-form":
 - 1. Core items
 - 2. Interior & exterior advertising
 - 3. 2009 Tobacco Control Act/FDA Compliance
 - 4. Price promotion/minimum price compliance
 - 5. Little cigars/cigarillos
 - 6. Dissolvable tobacco
 - 7. Menthol
 - 8. Flavored tobacco





Custom Store Audit Form



Coordinator

- Creates teams
- Creates forms
- Assigns stores to teams
- Sends maps to teams



Team Member

- From map, selects store
- Completes store audit, uploads photos



Store Audit Center

DASHBOARD

MY TEAM

STORES

AUDIT FORMS

CAMPAIGNS

My Account Logout

DASHBOARD

Start creating your audit by setting up your team or creating a new survey to use in your audit. Then you're ready to add stores and finally create your campaign when you're ready to head out and perform your audit.

PROGRESS

Your team, Allison's Team, has started 1 campaign and performed 0 audits. Thanks!

Overall, 9 teams totaling 19 members have started 10 campaigns and performed 39 audits.

NEWS

Test News Story Summary goes here

COMMON TASKS

My Team

- Add a new member
- Go to member (Select One)
- See all members
- Send a group email

Stores

- Add a new store
- See all stores

Audit Forms

- Create a new form
- Go to form (Select One)
- See all forms

Campaigns

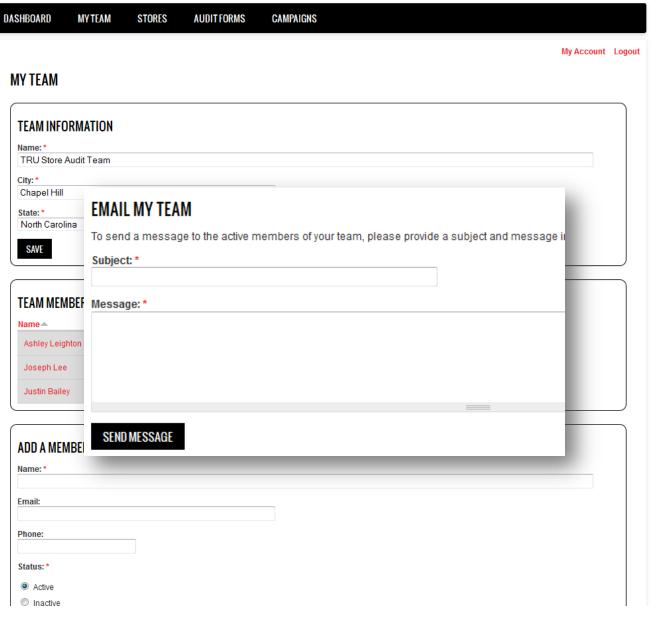
- · Add a new campaign
- Go to campaign (Select One)
- See all campaigns





Coordinator

- Enter team info
- Add or delete team members
- Email entire team

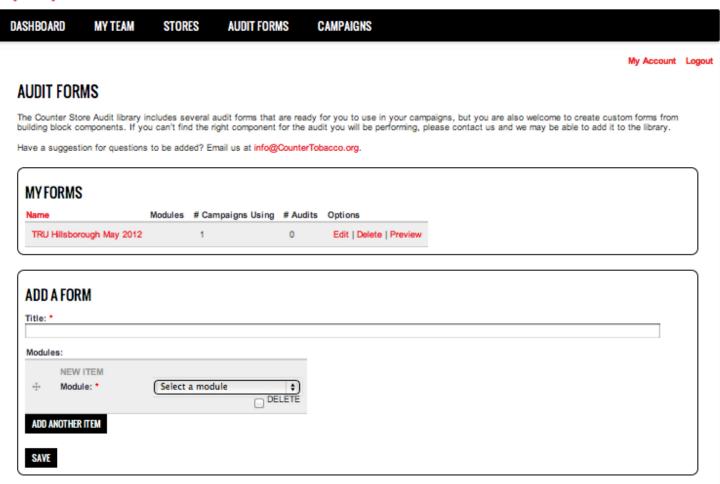


Coordinator



Store Audit Center

- Build a form
- Select modules
- Add items
- Save and print

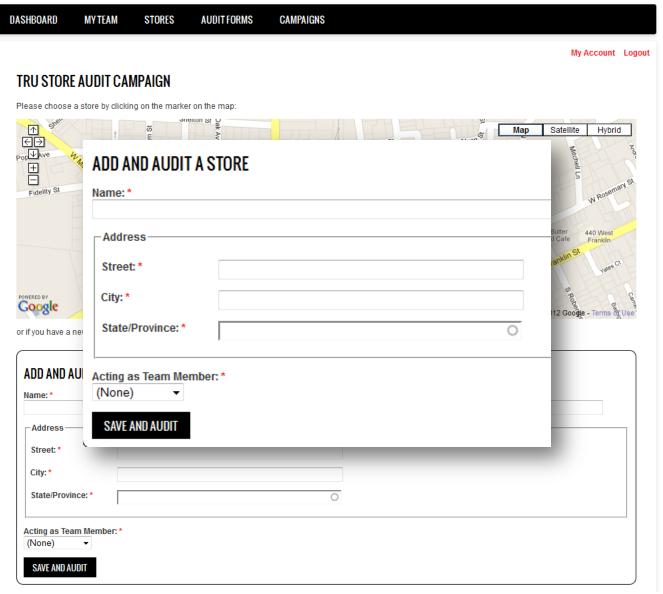






Team Member

- Click on store to begin audit
- Add and audit a new store



Coming soon: audit.countertobacco.org



Store Audit Center

DASHBOARD STORES AUDIT FORMS CAMPAIGNS MYTEAM

My Account Logout

WELCOME!



Tobacco companies spend more of their marketing and promotional dollars in the retail environment than anywhere else. Big tobacco is required to report their marketing spend to the Federal Trade Commission, and, according to the 2011 Federal Trade Commission Cigarette Report, the six largest tobacco companies spent \$8.6 billion at the point of sale in 2008. That is \$1,000,000 an hour on price discounts and branded advertisements that prompt tobacco usage and make it harder to quit!

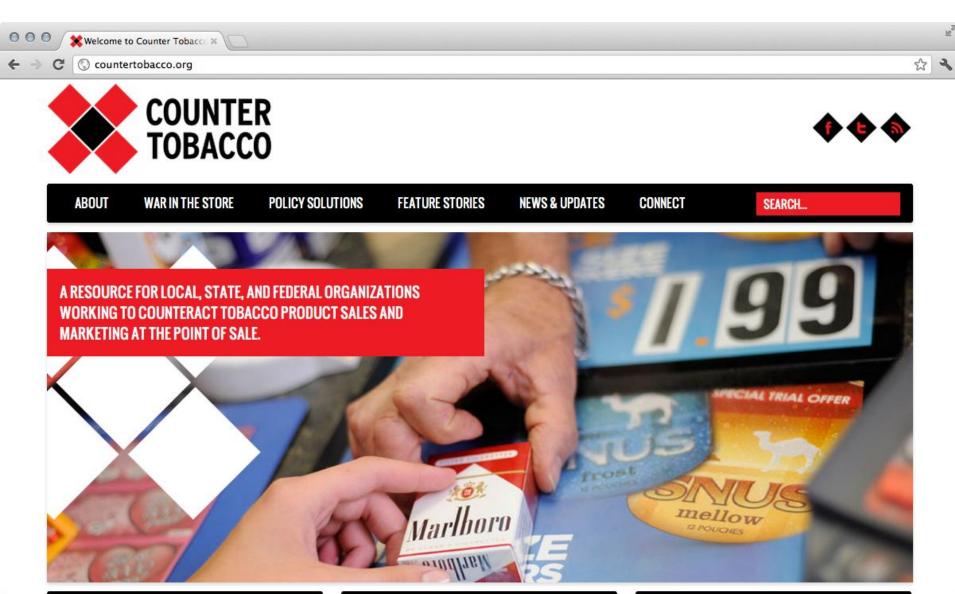
One first step in changing the tobacco industry presence at the point of sale is to conduct retail store audits in your community. First: use store audits to document the current situation. What do stores look like in your area? Count the number of advertisements, record which products are available and where they are located in the store. Check for compliance with tobacco regulations. Next: use your data as ammunition towards changing policies in your community or your state.

Click here to register and start creating your own customized audit.

www.CounterTobacco.org

info@countertobacco.org







Funding provided by:















Thank you!

www.CounterTobacco.org
info@countertobacco.org
@CounterTobacco



